

Yakima County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 92	N = 4,042
Percent of Statewide Calls	2.7%	100.0%
Percent of State Population in County¹	3.8%	100.0%

	County %	State %
Gender	N = 91	N = 3,581
Female	63.7%	62.2%
Male	36.3%	37.8%
Race/Ethnicity	N = 84	N = 3,087
People of Color	17.9%	12.9%
White	82.1%	87.1%
Age	N = 86	N = 3,298
Less than 18 years old	2.3%	1.8%
18 - 24 years old	14.0%	14.6%
25 - 34 years old	15.1%	23.1%
35 - 44 years old	34.9%	27.0%
45 years and older	33.7%	33.5%
Education	N = 87	N = 3,197
Did not graduate high school	24.1%	19.2%
High school graduate	41.4%	32.7%
Some college/vocational school	23.0%	36.6%
College graduate	11.5%	11.4%
Caller Type	N = 91	N = 3,656
General Information	4.4%	9.4%
Health care provider	2.2%	3.2%
Tobacco user	93.4%	87.4%
Payer Type	N = 64	N = 2,529
Insured	31.3%	36.7%
Uninsured	31.3%	29.6%
Medicaid	37.5%	33.7%
Heard About	N = 78	N = 3,148
Past caller	17.9%	9.1%
Employer/worksite	0.0%	0.7%
Health care provider	14.1%	24.8%
Television	29.5%	18.3%
Outdoor advertisement (billboard/bus/wall)	1.3%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	2.6%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	6.4%	8.2%
Family or friend	23.1%	24.2%
Health Department	2.6%	4.5%
School	2.6%	0.7%